

LUDLOW

*borders
ornaments
&*

*miscellaneous
matrices*

Ludlow Typograph Company · 2032 Clybourn Avenue · Chicago 60614

LUDLOW BORDERS AND ORNAMENTS



A628—36 x 34 points



A627—36 x 36 points



A626—36 x 36 points



A662—48 x 96 points



A662—24 x 48 points



A661—48 x 48 points



A661—24 x 24 points



[1¼-inch matrices]

A668—72 x 72 points

A625—72 x 72 points



A668—24 x 24 points



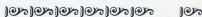
A660—36 x 36 points



A659—24 x 24 points



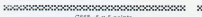
A230—12 x 24 points



A279—12 x 24 points



B709—6 x 18 points



C663—6 x 6 points



C663—6 x 6 points



C666—6 x 12 points



C8—12 x 12 points



C9—12 x 12 points



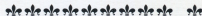
C8—12 x 12 points



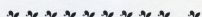
C525—12 x 12 points



C1488—18 x 18 points



C1489—18 x 18 points



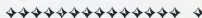
C1490—18 x 18 points



C979—12 x 12 points



C374—12 x 12 points



C376—12 x 12 points



C377—12 x 12 points



C378—12 x 12 points



C379—12 x 12 points

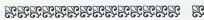


C382—12 x 24 points



C381—12 x 24 points

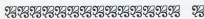
LUDLOW BORDERS AND ORNAMENTS



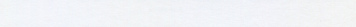
A515—12 x 12 points



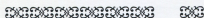
A770—24 x 6 points



A516—12 x 12 points



A771—24 x 24 points



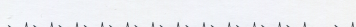
A690—12 x 24 points



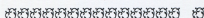
A772—24 x 24 points



A526—12 x 12 points



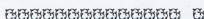
A769—24 x 24 points



A517—12 x 12 points



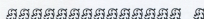
A773—24 x 24 points



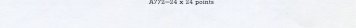
A518—12 x 12 points



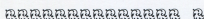
A774—24 x 24 points



A519—12 x 12 points



A764—30 x 15 points



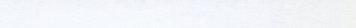
A520—12 x 12 points



A765—30 x 30 points



B528—12 x 12 points



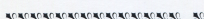
A766—30 x 30 points



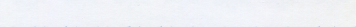
B529—12 x 12 points



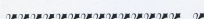
A767—30 x 30 points



A545—12 x 12 points



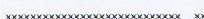
A768—30 x 30 points



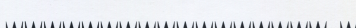
A546—12 x 12 points



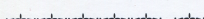
A769—30 x 30 points



C861—12 x 12 points



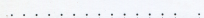
A770—36 x 18 points



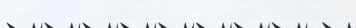
A565—12 x 30 points



A771—36 x 36 points



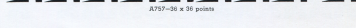
A566—30 x 12 points



A772—36 x 36 points



B524—6 x 18 points



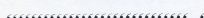
A773—36 x 36 points



B525—6 x 18 points



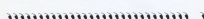
A774—36 x 36 points



B526—18 x 6 points



A775—24 x 60 points



B527—18 x 6 points



A776—24 x 60 points

LUDLOW BORDERS AND ORNAMENTS



A774—24 x 24 points



A773—24 x 24 points



A775—24 x 24 points



A752—48 x 33 points



A751—48 x 48 points



A753—48 x 48 points



AA769—60 x 42 points [$1\frac{1}{4}$ -inch matrices]



AA748—60 x 60 points [$1\frac{1}{4}$ -inch matrices]



AA750—60 x 60 points [$1\frac{1}{4}$ -inch matrices]



A750—30 x 30 points



A360—12 x 36 points



A359—12 x 36 points



A496—24 x 48 points



A497—12 x 24 points



A498—24 x 48 points



B266—12 x 9 points



B267—12 x 9 points



A568—12 x 24 points



A569—12 x 24 points



B552—6 x 12 points



B553—6 x 12 points



C7—12 x 12 points



B19—24 x 24 points



B21—12 x 12 points



A30—24 x 14 points



A32—14 x 24 points



C547—12 x 12 points



A542—12 x 12 points

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RA1448-60 point (11/16" matrices) No. 21-OPT



C1447-48 point No. 21-OPT



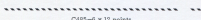
C1446-36 point No. 21-OPT



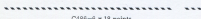
C1445-24 point No. 21-OPT



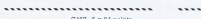
C484-6 x 6 points



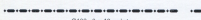
C485-6 x 12 points



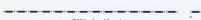
C486-6 x 18 points



C487-6 x 24 points



C482-6 x 12 points



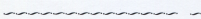
C501-6 x 12 points



C503-6 x 6 points



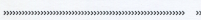
C504-6 x 6 points



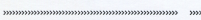
C552-6 x 12 points



B713-6 x 12 points



B245-6 x 6 points



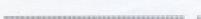
B253-6 x 12 points



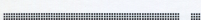
C664-6 x 6 points



C667-12 x 12 points



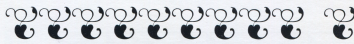
C704-6 x 6 points



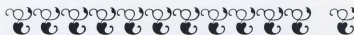
C668-12 x 12 points



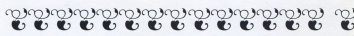
C868-48 point, No. 11-L Floret



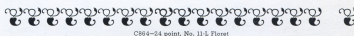
C867-42 point, No. 11-L Floret



C866-36 point, No. 11-L Floret



C865-30 point, No. 11-L Floret



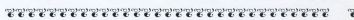
C864-24 point, No. 11-L Floret



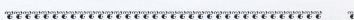
C863-18 point, No. 11-L Floret



C862-14 point, No. 11-L Floret



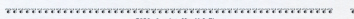
C861-12 point, No. 11-L Floret



C860-10 point, No. 11-L Floret



C859-8 point, No. 11-L Floret



C858-6 point, No. 11-L Floret

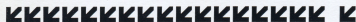
LUDLOW BORDERS AND ORNAMENTS



C796-18 x 24 points



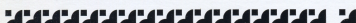
C795-18 x 18 points



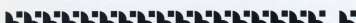
C797-18 x 18 points



C793-18 x 24 points



C792-18 x 18 points



C794-18 x 18 points



C790-18 x 18 points



C791-18 x 18 points



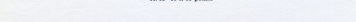
A717-24 x 24 points



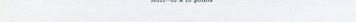
A716-18 x 18 points



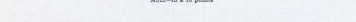
A715-18 x 18 points



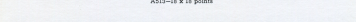
A511-18 x 18 points



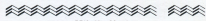
A512-18 x 18 points



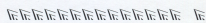
A513-18 x 18 points



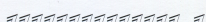
A514-18 x 18 points



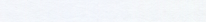
A719-12 x 36 points



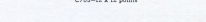
A778-12 x 12 points



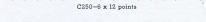
A777-12 x 12 points



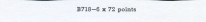
C793-12 x 12 points



C280-6 x 12 points

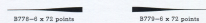


B718-6 x 72 points



B778-6 x 72 points

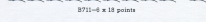
B779-6 x 72 points



B711-6 x 18 points



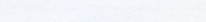
B712-6 x 18 points



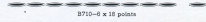
B710-6 x 18 points



B705-6 x 6 points



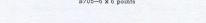
B721-6 x 6 points



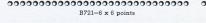
B706-6 x 4 points



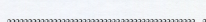
B714-6 x 12 points



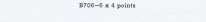
B707-6 x 6 points



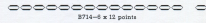
B708-6 x 6 points



C940-12 x 12 points

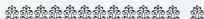


C541-12 x 12 points



A555-12 x 24 points

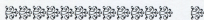
LUDLOW BORDERS AND ORNAMENTS



A62-14 x 14 points



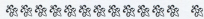
A548-18 x 36 points



A65-14 x 14 points



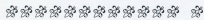
A549-18 x 18 points



A60-14 x 14 points



A550-18 x 18 points



A61-14 x 14 points



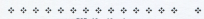
C258-12 x 12 points



A570-24 x 24 points



C259-12 x 12 points



C87-12 x 12 points



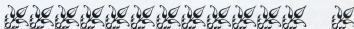
A571-24 x 24 points



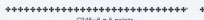
C3-12 x 12 points



C11-12 x 12 points



A572-24 x 24 points



C248-6 x 6 points



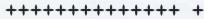
C523-12 x 12 points



A648-36 x 36 points



C522-12 x 12 points



C524-12 x 12 points



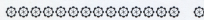
C263-12 x 12 points



C362-12 x 12 points



C10-12 x 12 points



B554-12 x 12 points



C521-12 x 12 points



B980-12 x 24 points



A577-12 x 18 points



A760-30 x 30 points



A762-30 x 30 points

LUDLOW BORDERS AND ORNAMENTS



A28-24 x 24 points



A27-12 x 12 points



C702-8 x 8 points



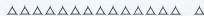
A987-36 x 84 points



C1532-8 x 8 points



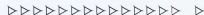
A977-12 x 36 points



C176-12 x 12 points



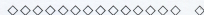
A981-36 x 36 points



C181-12 x 12 points



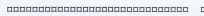
A982-18 x 60 points



C4-12 x 12 points



A978-18 x 36 points



C178-6 x 6 points



A986-18 x 72 points



B357-6 x 6 points



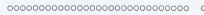
A985-18 x 72 points



C5-12 x 12 points



A983-18 x 72 points



C248-6 x 6 points



A984-18 x 72 points



B254-6 x 12 points



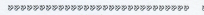
A979-18 x 36 points



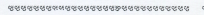
B255-6 x 12 points



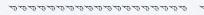
A980-18 x 36 points



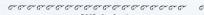
B241-6 x 6 points



B242-6 x 6 points



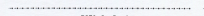
B264-6 x 9 points



B265-6 x 9 points



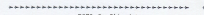
B266-6 x 5 1/2 points



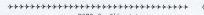
B270-6 x 5 points



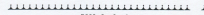
B271-6 x 8 1/4 points



B372-6 x 5 1/4 points



B273-6 x 5 1/4 points



B268-6 x 6 points

LUDLOW BORDERS AND ORNAMENTS



C147-14 x 14 points



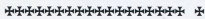
A766-24 x 24 points



C148-12 x 12 points



A768-24 x 24 points



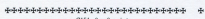
C149-10 x 10 points



A767-24 x 24 points



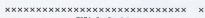
C150-8 x 8 points



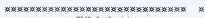
C151-6 x 6 points



A755-60 x 24 points [1 1/4-inch matrices]



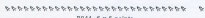
C274-6 x 6 points



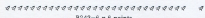
C249-6 x 6 points



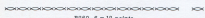
A756-60 x 60 points [1 1/4-inch matrices]



B244-6 x 6 points



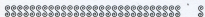
B243-6 x 6 points



B250-6 x 12 points



A756-60 x 60 points [1 1/4-inch matrices]



B247-12 x 6 points



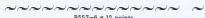
B508-12 x 6 points



C857-48 point, No. 14-L Floret



B559-12 x 6 points



B567-6 x 12 points



C856-42 point, No. 14-L Floret



B560-6 x 12 points



C855-36 point, No. 14-L Floret



B561-12 x 36 points



C854-30 point, No. 14-L Floret



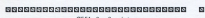
B562-12 x 36 points



C567-12 x 12 points



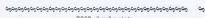
C853-24 point, No. 14-L Floret



C551-6 x 6 points



C852-18 point, No. 14-L Floret



B509-6 x 6 points



C851-14 point, No. 14-L Floret



C180-6 x 6 points



C850-12 point, No. 14-L Floret

LUDLOW BORDERS AND ORNAMENTS



A1004—54 x 54 points One and one-quarter inch matrices



A1003—54 x 54 points One and one-quarter inch matrices



A1005—54 x 54 points One and one-quarter inch matrices



A994—36 x 36 points



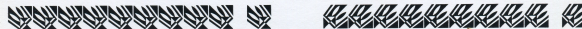
A993—36 x 36 points



A996—36 x 36 points



A1001—24 x 24 points



A1000—24 x 24 points



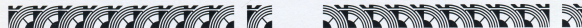
A1002—24 x 24 points



A998—36 x 36 points



A997—36 x 36 points

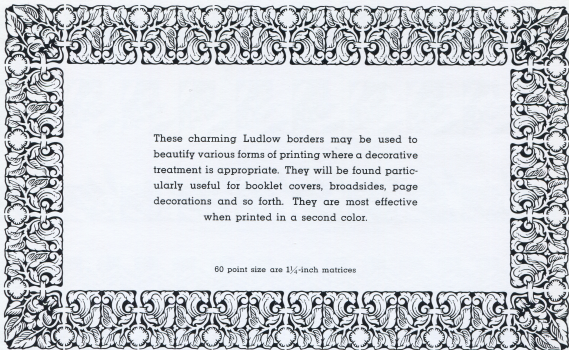


A998—24 x 24 points



A999—24 x 24 points

LUDLOW BORDERS AND ORNAMENTS



These charming Ludlow borders may be used to beautify various forms of printing where a decorative treatment is appropriate. They will be found particularly useful for booklet covers, broadsides, page decorations and so forth. They are most effective when printed in a second color.

60 point size are $1\frac{1}{4}$ -inch matrices

48 POINT BORDER UNITS



A744



A743



A745

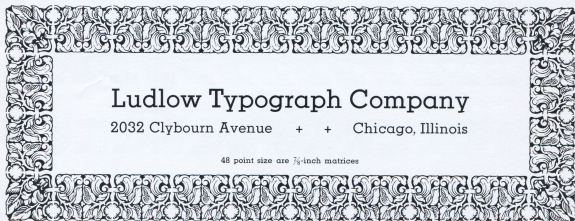


A746



A747

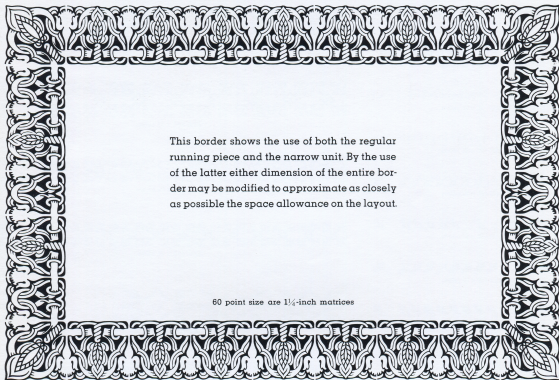
The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA739, AA738, AA740, AA741 and AA742



Ludlow Typograph Company

2032 Clybourn Avenue + + Chicago, Illinois

48 point size are $\frac{3}{8}$ -inch matrices



This border shows the use of both the regular running piece and the narrow unit. By the use of the latter either dimension of the entire border may be modified to approximate as closely as possible the space allowance on the layout.

60 point size are $1\frac{1}{4}$ -inch matrices

48 POINT BORDER UNITS



A732



A735



A731



A733



A734



A736

The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA724, AA727, AA723, AA725, AA726 and AA728



Ludlow Typograph Company

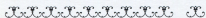
2032 Clybourn Avenue + + Chicago, Illinois

48 point size are $\frac{3}{8}$ -inch matrices

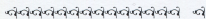
LUDLOW BORDERS AND ORNAMENTS



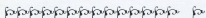
A231-12 x 12 points



A230-12 x 18 points



A236-12 x 12 points



A235-12 x 12 points



A237-12 x 12 points



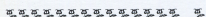
A238-12 x 12 points



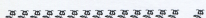
A205-12 x 12 points



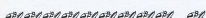
A204-12 x 12 points



A206-12 x 12 points



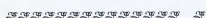
A207-12 x 12 points



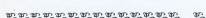
A208-12 x 18 points



A209-12 x 18 points



A211-12 x 12 points



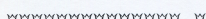
A232-12 x 12 points



A233-12 x 12 points



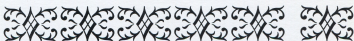
A234-12 x 12 points



A543-12 x 12 points



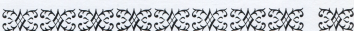
A544-12 x 12 points



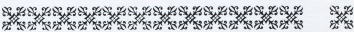
A830-36 x 54 points



A829-36 x 36 points



A854-24 x 36 points



A853-24 x 24 points



A834-36 x 72 points



A833-36 x 36 points



A856-24 x 48 points



A855-24 x 24 points



A832-36 x 36 points



A831-36 x 36 points



A981-36 x 36 points

LUDLOW BORDERS AND ORNAMENTS



C1633—66 x 24 points [1¼-inch matrices]



C1632—66 x 24 points [1¼-inch matrices]



C1631—60 x 24 points [1¼-inch matrices]



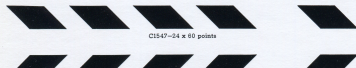
C1630—60 x 24 points [1¼-inch matrices]



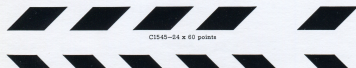
C1629—42 x 24 points [1¼-inch matrices]



C1628—42 x 24 points [1¼-inch matrices]



C1547—24 x 60 points



C1545—24 x 60 points



C983—24 x 54 points



C984—24 x 54 points



C1548—24 x 42 points



C1546—24 x 42 points



C1485—48 x 48 points



C1428—36 x 36 points



C1390—24 x 24 points



C1389—18 x 18 points



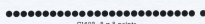
C1484—14 x 14 points



C2—12 x 12 points



C1483—10 x 10 points



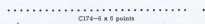
C1623—8 x 8 points



C2025—6 x 6 points



C175—6 x 6 points



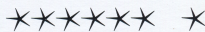
C174—6 x 6 points



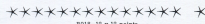
C1448—8 x 18 points



B920—36 x 36 points



B919—24 x 24 points



B918—12 x 12 points



B1801—8 x 8 points

PLAYING CARD SYMBOLS



42 x 36 points












30 x 24 points












18 x 12 points

LUDLOW BORDERS AND ORNAMENTS










ARTCRAFT ORNAMENTS

C317		10 point
C318		12 point
C319		14 point
C320		18 point
C321		24 point
C322		30 point
C323		36 point
C324		42 point
C325		48 point









ARTCRAFT ORNAMENTS

C808		10 point
C809		12 point
C810		14 point
C811		18 point
C812		24 point
C813		30 point
C814		36 point
C815		42 point
C816		48 point

ARTCRAFT ORNAMENTS










C799		10 point
C800		12 point
C801		14 point
C802		18 point
C803		24 point
C804		30 point
C805		36 point
C806		42 point
C807		48 point

CAMEO ORNAMENTS

B827		12 point
B830		14 point
B833		18 point
B836		24 point
B839		30 point
B842		36 point
B845		42 point
B848		48 point









FIVE POINTED STARS

Outline

C200		6 x 6 points
C201		8 x 8 points
C202		10 x 10 points
C18		12 x 12 points
C362		14 x 14 points
C363		18 x 18 points
C16		24 x 24 points
C364		30 x 30 points
C13		36 x 36 points













CAMEO ORNAMENTS

Left Side

B826		12 point
B829		14 point
B832		18 point
B835		24 point
B838		30 point
B841		36 point
B844		42 point
B847		48 point









FIVE POINTED STARS

Full Face

C2054		4 x 4 points
C281		6 x 6 points
C282		8 x 8 points
C283		10 x 10 points
C17		12 x 12 points
C365		14 x 14 points
C366		18 x 18 points
C15		24 x 24 points
C367		30 x 30 points
C14		36 x 36 points
C1010		42 x 42 pts.
C1011		48 x 48 pts.

CAMEO ORNAMENTS

Right Side

B828		12 point
B831		14 point
B834		18 point
B837		24 point
B840		30 point
B843		36 point
B846		42 point
B849		48 point

SELECTED BORDERS AND ORNAMENTS

A2171—6 x 12 points	A2194—6 x 6 points	A2315—6 x 6 points
A2173—6 x 6 points	A2195—6 x 6 points	A2316—6 x 6 points
A2175—6 x 6 points	A2196—6 x 6 points	A2317—6 x 6 points
A2176—6 x 12 points	A2197—6 x 12 points	A2318—6 x 6 points
A2178—6 x 6 points	A2198—6 x 6 points	A2319—6 x 6 points
A2179—6 x 6 points	A2199—6 x 6 points	A2320—6 x 6 points
A2180—6 x 18 points	A2200—6 x 6 points	A2321—6 x 6 points
A2181—6 x 6 points	A2201—6 x 6 points	A2322—6 x 6 points
A2182—6 x 6 points	A2202—6 x 18 points	A2323—6 x 6 points
A2183—6 x 6 points	A2203—6 x 6 points	A2324—6 x 6 points
A2184—6 x 6 points	A2204—6 x 6 points	A2325—6 x 6 points
A2185—6 x 6 points	A2205—6 x 12 points	A2326—6 x 6 points
A2186—6 x 6 points	A2206—6 x 6 points	A2327—6 x 6 points
A2187—6 x 18 points	A2207—6 x 6 points	A2328—6 x 6 points
A2188—6 x 6 points	A2208—6 x 12 points	A2329—6 x 12 points
A2189—6 x 18 points	A2209—6 x 6 points	A2330—6 x 6 points
A2190—6 x 6 points	A2210—6 x 6 points	A2331—6 x 6 points
A2191—6 x 6 points	A2211—6 x 6 points	A2332—6 x 6 points
A2192—6 x 6 points	A2212—6 x 6 points	A2333—6 x 6 points
A2193—6 x 6 points	A2213—6 x 6 points	A2334—6 x 6 points
A2194—6 x 6 points	A2214—6 x 6 points	A2335—6 x 6 points

CHRISTMAS BORDERS AND ORNAMENTS



A1555 Leaf-A1558 Berries-12 x 12 points



A1556 Leaf-A1559 Berries-12 x 24 points



A1557 Leaf-A1560 Berries-12 x 12 points



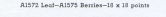
A1570 Leaf-A1573 Berries-18 x 18 points



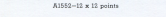
A1571 Leaf-A1574 Berries-18 x 36 points



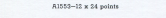
A1572 Leaf-A1575 Berries-18 x 18 points



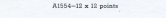
A1552-12 x 12 points



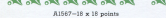
A1553-12 x 24 points



A1554-12 x 12 points



A1567-18 x 18 points



A1568-18 x 36 points



A1569-18 x 18 points



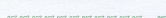
A1569-12 x 12 points



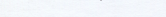
A1569-12 x 24 points



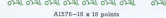
A1576-18 x 18 points



A1577-18 x 36 points



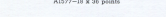
A1578-18 x 18 points



A1305-12 x 12 points



A1306-12 x 18 points



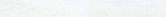
A1307-12 x 12 points



A1415 Leaf-A1413 Berries-24 x 24 points



A1414 Leaf-A1415 Berries-24 x 36 points



A1416 Leaf-A1417 Berries-24 x 24 points



A1400 Leaf-A1401 Berries-12 x 12 points



A1402 Leaf-A1403 Berries-12 x 18 points



A1404 Leaf-A1405 Berries-12 x 12 points



A1305-12 x 12 points



A1306-12 x 18 points



A1307-12 x 12 points



A1415 Leaf-A1413 Berries-24 x 24 points



A1414 Leaf-A1415 Berries-24 x 36 points



A1416 Leaf-A1417 Berries-24 x 24 points



A1400 Leaf-A1401 Berries-12 x 12 points



A1402 Leaf-A1403 Berries-12 x 18 points



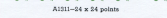
A1404 Leaf-A1405 Berries-12 x 12 points



A1311-24 x 24 points



A1312-24 x 36 points



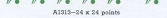
A1313-24 x 24 points



A1308-18 x 18 points



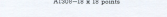
A1309-18 x 27 points



A1580 Wreath-A1561 Berries-36 x 36 points



A1579-36 x 36 points



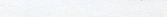
A1561-12 x 24 points



A1562-18 x 36 points



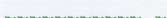
A1563-36 x 30 points



A1564-36 x 30 points



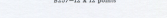
A1310-18 x 18 points



B256-12 x 12 points



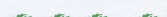
B257-12 x 12 points



A1580 Wreath-A1561 Berries-36 x 36 points



A1579-36 x 36 points



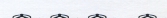
A1561-12 x 24 points



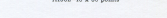
A1562-18 x 36 points



A1563-36 x 30 points



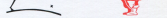
A1564-36 x 30 points



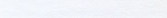
A1565-36 x 30 points



A1566-72 x 60 points (1 1/4 inch matrices)



A1567-48 x 42 points



A1568-48 x 42 points



A1569-48 x 42 points



A1570-48 x 42 points



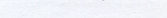
A1571-48 x 42 points



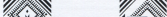
A1572-48 x 42 points



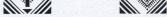
A1573-48 x 42 points



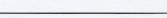
A1574-48 x 42 points



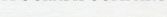
A1575-48 x 42 points



A1576-48 x 42 points



A1577-48 x 42 points

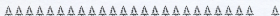


A1578-48 x 42 points

CHRISTMAS BORDERS AND ORNAMENTS



A2056-12 x 10 points



A2059-12 x 10 points



A2060-12 x 10 points



A2061-18 x 15 points



A2062-24 x 24 points



A2063-36 x 36 points



A2064-24 x 24 points



A2065-36 x 36 points



A2066-24 x 24 points



A2067-24 x 24 points



A2068-36 x 36 points



A2069-36 x 36 points



A2070-24 x 24 points



A2072-36 x 36 points



A2074-24 x 48 points



A2075-54 x 48 points



A2076-36 x 72 points



A2077-36 x 72 points



A2078-54 x 48 points



A2079-54 x 48 points



A2080-36 x 72 points



A2081-36 x 72 points



A2082-24 x 24 points



A2083-36 x 36 points



A2084-24 x 36 points



A2085-36 x 54 points



A2086-24 x 36 points



A2088-36 x 54 points



A2087-24 x 36 points



A2089-36 x 54 points

LUDLOW BORDERS AND ORNAMENTS



C1353-24 x 24 points



C1284-18 x 18 points



C975-18 x 18 points



C112-12 x 12 points



C974-12 x 12 points



C955-6 x 6 points



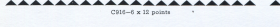
C917-12 x 24 points



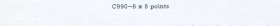
C973-9 x 18 points



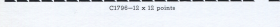
C972-6 x 12 points



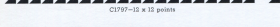
C916-6 x 12 points



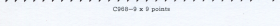
C950-6 x 6 points



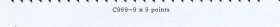
C1796-12 x 12 points



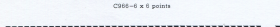
C1797-12 x 12 points



C958-9 x 9 points



C959-9 x 9 points



C956-6 x 6 points



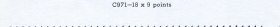
C957-6 x 6 points



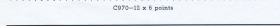
C1854-6 x 6 points



C1853-6 x 6 points



C971-18 x 9 points



C970-12 x 6 points



C1454-18 x 18 points



C1366-12 x 12 points



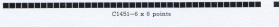
C1-12 x 12 points



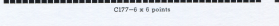
C1453-10 x 10 points



C1452-8 x 8 points



C1451-6 x 6 points



C177-6 x 6 points



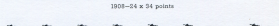
C178-6 x 6 points



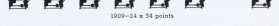
C483-6 x 18 points



C906-4 x 4 points



1808-24 x 24 points



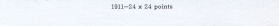
1909-24 x 24 points



1910-24 x 24 points



1911-24 x 24 points



2976-24 x 18 points



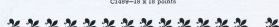
2979-24 x 18 points



C1468-18 x 18 points



C1489-18 x 18 points



C1490-18 x 18 points



C990-12 x 36 points

SELECTED BORDERS AND ORNAMENTS

PATRIOTIC BORDERS AND ORNAMENTS



C2208—48 x 54 points



C3267—96 x 42 points



C3130—24 x 24 points



C2125—16 x 18 points



C2124—12 x 12 points



AA3271 Stars-AA2330 Stripes
84 x 72 points



AA3272 Stars-AA2337 Stripes
72 x 66 points



AA3269 Stars-AA2147 Stripes
48 x 48 points



AA3270 Stars-AA2145 Stripes
36 x 36 points



AA2142 Stars-AA2143 Stripes—72 x 60 points



A2140 Stars-A2141 Stripes—48 x 40 points



C2129—48 x 40 points



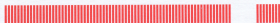
C2130—36 x 30 points



C2137—24 x 20 points



C2127—12 x 12 points



C2138—20 x 24 points



C2134—14 x 18 points



C2132—10 x 12 points



C2135—24 x 24 points



C2133—18 x 18 points



C2131—12 x 12 points

HALLOWEEN BORDERS AND ORNAMENTS



A2100—48 x 48 points



A2109—24 x 24 points



A2108—96 x 30 points



A2107—16 x 16 points



A2100—36 x 24 points



A2109—24 x 18 points



A2148—18 x 12 points



A2156—36 x 36 points



A2155—18 x 18 points



A2154—12 x 12 points



A2153—36 x 36 points



A2152—24 x 24 points



A2151—18 x 18 points

LUDLOW LEADERS AND RULES

HORIZONTAL DOT LEADERS

One Dot to the em—1½ point Dot

No. 69 12 pt. alignment	No. 72 14 pt. alignment
No. 73 14 pt. alignment	No. 76 18 pt. alignment

Two Dots to the em—1¼ point Dot

No. 73 14 pt. alignment	No. 76 18 pt. alignment
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Two Dots to the em—1¼ point Dot

No. 70 12 pt. alignment

Three Dots to the em

No. 1008	½ point dot	8 point alignment
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No. 1009	¾ point dot	10 point alignment
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No. 71	1 point dot	12 point alignment
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No. 74	1¼ point dot	14 point alignment
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No. 77	1½ point dot	18 point alignment
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Six Dots to the Pica—½ point Dot

Number	Alignment	Setwidth
921	6-8 point	2 points
922	6-8 point	4 points
923	6-8 point	6 points
924	6-8 point	8 points
925	6-8 point	10 points
926	6-8 point	12 points
927	6-8 point	14 points
928	6-8 point	16 points
929	6-8 point	18 points
930	6-8 point	20 points
931	6-8 point	22 points
932	6-8 point	24 points
933	6-8 point	26 points
934	6-8 point	28 points
935	6-8 point	30 points
936	6-8 point	32 points
937	6-8 point	34 points
938	6-8 point	36 points
939	6-8 point	38 points
940	6-8 point	40 points
941	6-8 point	42 points
942	6-8 point	44 points
943	6-8 point	46 points
944	6-8 point	48 points
945	6-8 point	50 points
946	6-8 point	52 points
947	6-8 point	54 points
948	6-8 point	56 points
949	6-8 point	58 points
950	6-8 point	60 points

Three Dots to the Pica

No. 160	1 point dot	8-8 point alignment
---------	-------------	---------------------

Eight Dots to the Pica—½ point Dot

Number	Alignment	Setwidth
343	10-12 point	12 points
344	10-12 point	18 points
345	6-LP	12 points
346	6-LP	18 points

HORIZONTAL HYPHEN LEADERS

½ Point Hyphen—5 Hyphens to the Pica

Number	Alignment	Setwidth
198	6-8 point	12 points
199	6-8 point	18 points
339	6-8 point	24 points
340	10-12 point	12 points
341	10-12 point	18 points
342	10-12 point	24 points
343	6-LP	12 points
344	6-LP	18 points
345	6-LP	24 points

½ Point Hyphen—2 Hyphens to the em

Number	Alignment	Setwidth
78	10-12 point	12 points
81	14 point	14 points
79	18 point	18 points

HORIZONTAL HYPHEN LEADERS

½ Point Hyphen—3 Hyphens to the em

Number	Alignment	Setwidth
1083	6 point	6 points
1084	8 point	8 points
1085	10 point	10 points

VERTICAL DOT LEADERS

½ Point Dot—6 Dots to the Pica

Number	Height	Setwidth
1314	12 points	8 points
1315	18 points	6 points
1316	20 points	6 points
1317	24 points	6 points
1318	28 points	6 points

1 Point Dot—2 Dots to the Pica

Number	Height	Setwidth
161	6 points	6 points
162	12 points	6 points
163	18 points	6 points
164	24 points	6 points

VERTICAL HYPHEN LEADERS

Number	Height	Setwidth	Weight
82	12 points	8 points	1 point
83	12 points	6 points	½ point
84	18 points	6 points	½ point

PARALLEL RULES

Side Face Cast on 6 Point Body

¼ point x ¼ point—1½ point space

1 point x 1 point—1 point space

1 point x 1 point—1½ point space

PARALLEL RULES

Center Face Cast on 6 Point Body

¼ point x ¼ point—1 point space

¼ point x ¼ point—2 point space

1 point x 1 point—1 point space

1 point x 1 point—2½ point space

1 point x 1 point—4 point space

1¼ point x 1¼ point—1½ point space

2 point x 2 point—2 point space

TWO LINE RULES

Side Face Cast on 6 Point Body

¼ point x 1 point—1½ point space

¼ point x 1½ point—3 point space

¼ point x 3 point—3 point space

1¼ point x ½ point—1½ point space

2 point x ¼ point—1 point space

2 point x 1 point—1 point space

¼ point x 2 point—2 point space

¼ point x 3 point—2 point space

2 point x 1 point—2 point space

½ point x 3½ point—1½ point space

4 point x ¼ point—1 point space

6 point x ¼ point—1 point space

6 point x ¼ point—1 point space

¼ point x 2 point x ¼ point—1 point space

2 point x 1 point x 1 point x 2 point—2 point space

2½ point x 2½ point x 2½ point—2½ point space

SINGLE LINE RULES

Side Face Cast on 6 Point Body

¼ point side face

1 point side face

2 point side face

3 point side face

4 point side face

5 point side face

SINGLE LINE RULES

Center Face Cast on 6 or 12 Point Body

¼ point center face

1 point center face

2 point center face

3 point center face

4 point center face

5 point center face

6 point center face

8 point center face

10 point center face

12 point center face

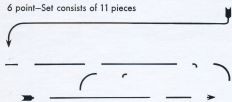
14 point center face

16 point center face

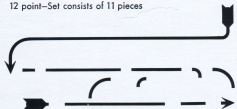
18 point center face

LUDLOW COMPOSITE PIECE ARROWS

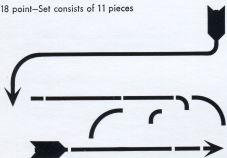
6 point-Set consists of 11 pieces



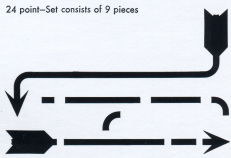
12 point-Set consists of 11 pieces



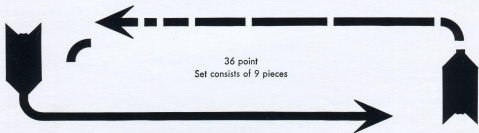
18 point-Set consists of 11 pieces



24 point-Set consists of 9 pieces



36 point
Set consists of 9 pieces



Coal

Now is the time to buy
your supply of coal for
winter at the best price
SOUTHERN COAL CO.

Border for advertisement formed from 24-point piece arrows

Central Machinery Company
470 Central Boulevard
Chicago, Illinois

Border for window envelope formed from 6-point piece arrows

LUDLOW DOTTED RULEFORM MATRICES

Horizontal Rule Matrices

Made up in sets of matrices of different set widths from 2 point to 18 point set width, inclusive.

Intersecting Matrices

Standard Sizes								Horizontal Face	Vertical Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.		Dotted	Hairline.....	RF 331-21
								Dotted	Double Hairline.....	RF 332-21
									(2 point white space)	
↓	↓	↓	↓	↓	↓	↓		Dotted	Half-point.....	RF 333-21
								Dotted	Double Half-point.....	RF 334A-21
									(1½ point white space)	
								Dotted	Double Half-point.....	RF 334-21
									(2 point white space)	
↓	↓	↓	↓	↓	↓	↓		Dotted	One-point.....	RF 337-21
...		Dotted	Dotted.....	RF 3333-21

Vertical Matrices

Standard Sizes								Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.		Dotted	RF 033-01
...			

Slug-Aligning Matrices

Face	Designation
Dotted.....	SA 330-91
Blank Space.....	SA 00-90

Standard Point Sizes: 12, 14, 16, 18, 20, 22 and 24 point

LUDLOW RULEFORM MATRICES

Horizontal Rule Matrices

Hairline } Made up in sets of rule matrices of different set widths from 1/4 pica em to 21 pica ems, inclusive.
One-point }

Intersecting Rule Matrices

Standard Sizes							Horizontal Face	Vertical Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.			
							Hairline	Hairline.....	RF 11-21
							Hairline	Double Hairline..... (2 point white space)	RF 12-21
							Hairline	Half-point.....	RF 13-21
							Hairline	Double Half-point..... (1 1/2 point white space)	RF 14A-21
							Hairline	Double Half-point..... (2 point white space)	RF 14-21
							Hairline	One-point.....	RF 17-21
							One-point	Hairline.....	RF 71-21
							One-point	Double Hairline..... (2 point white space)	RF 72-21
							One-point	Half-point.....	RF 73-21
							One-point	Double half-point..... (1 1/2 point white space)	RF 74A-21
							One-point	Double Half-point..... (2 point white space)	RF 74-21
							One-point	One-point.....	RF 77-21

Vertical Rule Matrices

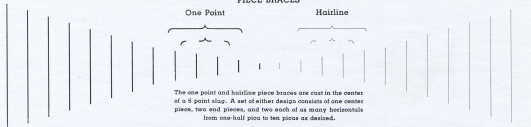
Standard Sizes							Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.		
							Hairline.....	RF 01-01
							Double Hairline..... (2 point white space)	RF 02-01
							Half-point.....	RF 03-01
							Double Half-point..... (1 1/2 point white space)	RF 04A-01
							Double Half-point..... (2 point white space)	RF 04-01
							One-point.....	RF 07-01

Slug-Aligning Rule Matrices

Face	Designation	Standard Point Sizes: 12, 14, 16, 18, 20, 22, and 24 point
— Hairline.....	SA 10-01	
— One-point.....	SA 70-01	
Blank Space.....	SA 00-00	

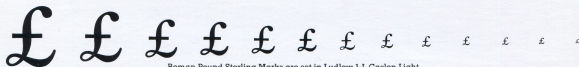
LUDLOW MISCELLANEOUS MATRICES

PIECE BRACES

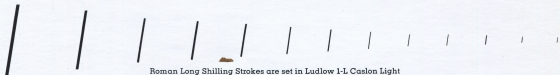


POUND STERLING MARKS AND SHILLING STROKES

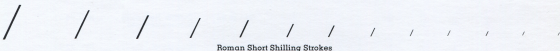
72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt. 6 pt.



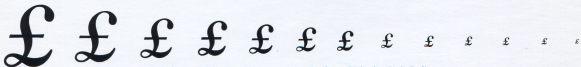
Roman Pound Sterling Marks are set in Ludlow 1-L Caslon Light



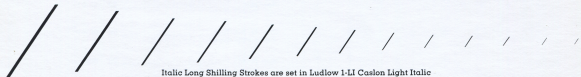
Roman Long Shilling Strokes are set in Ludlow 1-L Caslon Light



Roman Short Shilling Strokes



Italic Pound Sterling Marks are set in Ludlow 1-LI Caslon Light Italic



Italic Long Shilling Strokes are set in Ludlow 1-LI Caslon Light Italic



Italic Short Shilling Strokes

Pound Sterling Marks are available in all point sizes of all Ludlow typefaces—for purchase as extra characters. These may be substituted for the dollar mark without extra charge when desired.

The 6 point italic Pound Sterling Mark is on a roman body matrix

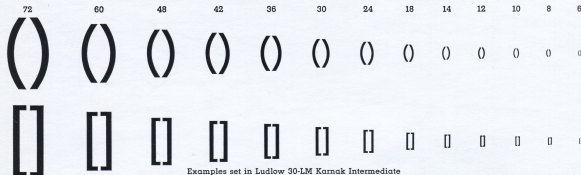
Regular (long) Shilling Strokes are available in all point sizes of all Ludlow typefaces—for purchase as extra characters.

Short Shilling Strokes are available in all point sizes of practically all Ludlow typefaces.

LUDLOW MISCELLANEOUS MATRICES

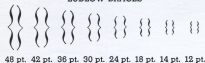
Point Size

LUDLOW PARENTHESES AND BRACKETS

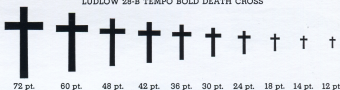


Parentheses and Brackets are included in the font in all point sizes of many Ludlow typefaces, as shown in the individual typeface specimen pages. In other typefaces, they are available for purchase as extra characters.

LUDLOW BRACES

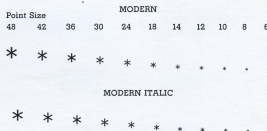
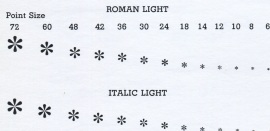


LUDLOW 28-B TEMPO BOLD DEATH CROSS

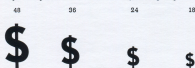


Death Crosses are made for Tempo Light 12 to 48 point inclusive, Tempo Heavy Inline 24, 30, 36 and 48 point, Caslon Light Italic 14, 18, 24, 30, 36 and 48 point, Caslon Old Face Heavy 18, 24, 36 and 48 point, Century Bold 14, 30, 36, 42 and 48 point, and Ludlow Black and its Italic in 14 point.

LUDLOW ASTERISKS



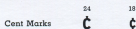
Tempo Heavy Condensed Dollar Marks (cast long way of slug)



PER CENT MARKS



VERTICAL PER CENT MARKS



Ludlow Vertical Per Cent Marks are cast the long way of the slug making high or low adjustment possible with any size figures. The three sizes shown here are $\frac{3}{16}$ inch matrices.



LUDLOW MISCELLANEOUS MATRICES

FISTS—FULLFACE



60 Point—Right and Left



48 Point



42 Point



36 Point



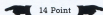
30 Point



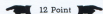
24 Point



18 Point



14 Point



12 Point



10 Point

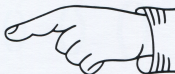


8 Point

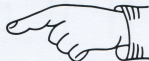


6 Point

FISTS—OUTLINE



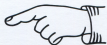
72 Point—Right and Left



60 Point—Right and Left



48 Point



42 Point



36 Point



30 Point



24 Point



18 Point



14 Point



12 Point



10 Point



8 Point



6 Point



LUDLOW MISCELLANEOUS MATRICES

STUBBY ARROWHEADS

Solid



Outline



REVERSE NUMERALS IN CIRCLE

1 2 3 4 5 6 7 8 9 0

12 Point

1 2 3 4 5 6 7 8 9 0

14 Point

1 2 3 4 5 6 7 8 9 0

18 Point

1 2 3 4 5 6 7 8 9 0

24 Point

PRESCRIPTION MARK



48 Point

Available in any standard
typeface and point size

ARROWS



12 point



6 point



36 x 48 points
A50

PRINTED
IN
U.S.A.

Matrix No. 1934



48 x 48 points
C1592



24 x 24 points
C2263



18 x 18 points
C2262



12 x 12 points
C2261

LUDLOW MISCELLANEOUS MATRICES

DOLLAR-SALE FIGURES

\$1

\$1

\$1

\$1

\$1

\$1

Point Size 96 72 60 48 36 36 Point Figure in Circle

The 96, 72 and 60 point sizes of the Dollar-Sale Figures are cast vertically on the slug. The 48 and 36 point size without circle are available in matrices to cast vertically or horizontally with the slug.

LUDLOW BLACK VERTICAL DOLLAR MARKS

\$ \$ \$ \$

42 Point 36 Point 30 Point 24 Point

VERTICAL DOLLAR MARKS

\$ \$ \$ \$ \$ \$

Point Size 48 42 36 30 24 18

VERTICAL CENT MARKS—Cheltenham Bold Condensed

¢ ¢ ¢ ¢

Point Size 120 96 84 72

VERTICAL CENT MARKS—Roman Bold

¢ ¢

Ludlow Vertical Dollar and Cent Marks are cast the long way of the slug making highest low adjustment possible with any figures.

60 48

CENT MARKS—Roman Bold

¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢

Point Size 48 42 36 30 24 18 14 12

VERTICAL C MARKS—Medium Condensed Gothic

C C C C C C C C

Point Size 48 42 36 30 24 18 14 12

CENT MARKS—Italic Bold

¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢

Point Size 42 36 30 24 18 14 12

VERTICAL C MARKS—Cheltenham Bold Condensed

C C C C C C C C

Point Size 48 42 36 30 24 18 14 12

CENT MARKS—Century Bold and Bold Italic

¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢

Point Size 42 30 18 42 30 12

LOGOTYPES—Cheltenham Bold Condensed

ea. yd. pr. lb. doz.

18 Point

Available in 7/8" and 1 1/4" matrices

LOGOTYPES—Tempo Heavy

1/2 1/2 1/2 1/2

Point Size 72-60 48-42 36-30 24-18

SPECIAL LOGOTYPES

ST ND RD TH ST ND RD TH

Point Size 14 12 10 8 6 14 Point 1-3 Top Alignment 14 Point 2-3C Top Alignment

LUDLOW BLACK CENT MARKS

¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢ ¢

48 Point 42 Point 36 Point 30 Point 24 Point 18 Point 14 Point 12 Point 10 Point 8 Point

LUDLOW BLACK ITALIC ASTERISKS

* *

12 Point 14 Point

LUDLOW BLACK ITALIC SECTION MARK

§

14 Point

LUDLOW MISCELLANEOUS MATRICES

COMMERCIAL SIGNS

Size	Pound	Com'l @	Sq. Gothic Com'l @	Account	Per	Section	Italic Section	Dagger	Double Dagger
6 Point	lb	@	@	%	℥	§		†	‡
8 Point	lb	@	@	%	℥	§		†	‡
10 Point	lb	@	@	%	℥	§		†	‡
12 Point	lb	@	@	%	℥	§	§	†	‡
14 Point	lb	@		%	℥	§	§	†	‡
18 Point	lb	@		%		§	§	†	‡
24 Point	lb	@	Section marks are made for Tempo Light 12 to 48 point inclusive, Tempo Bold 12 to 24 point inclusive and for Tempo Heavy Inline in the 24, 30, 36 and 48 point sizes.			§	§	†	‡
36 Point	lb					§	§		
48 Point	lb					§	§		
						§	§		

11-L PARAGRAPH MARKS

48 pt.	42 pt.	36 pt.	30 pt.	24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.	6 pt.
¶	¶	¶	¶	¶	¶	¶	¶	¶	¶	¶

ROMAN PARAGRAPH MARKS

¶	¶	¶	¶	¶	¶	¶	¶	¶	¶	¶
---	---	---	---	---	---	---	---	---	---	---

MAGNETIC CHECK ROUTING SYMBOLS

1 2 3 4 5 6 7 8 9 0 = : ; ' " #

COPYRIGHT SIGNS

24 pt.	18 pt.	14 pt.	12 pt.	10 pt.	8 pt.	6 pt.
©	©	©	©	©	©	©

REGISTER MARKS

Ⓜ	Ⓜ	Ⓜ	Ⓜ
---	---	---	---

CARE OF SIGNS

¢	¢	¢	¢	¢	¢
---	---	---	---	---	---

CORNER BLOCK FOR BUSINESS REPLY CARD



Window Indicators

12 Point	
No. 955	No. 956
10 point	
No. 2361	No. 2362

LUDLOW FOOD STORE 2-LINE LOGOTYPES

6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

PER CAN 5000	LB. CAN 5001	LB. CANS 5002	GAL. CAN 5003	GAL. CANS 5004	REG. CAN 5005	REG. CANS 5006	TALL CAN 5007	TALL CANS 5008	SMALL CAN 5009	SMALL CANS 5010	LARGE CAN 5011	LARGE CANS 5012
NO. 1 CAN 5013	NO. 1 CANS 5014	NO. 2 CAN 5015	NO. 2 CANS 5016	NO. 2½ CAN 5017	NO. 2½ CANS 5018	NO. 3 CAN 5019	NO. 3 CANS 5020	8-OZ. CAN 5021	8-OZ. CANS 5022	12-OZ. CAN 5023	12-OZ. CANS 5024	
15-OZ. CAN 5025	15-OZ. CANS 5026	16-OZ. CAN 5027	16-OZ. CANS 5028	18-OZ. CAN 5029	18-OZ. CANS 5030	1-LB. CAN 5031	1-LB. CANS 5032	2-LB. CAN 5033	2-LB. CANS 5034	3-LB. CAN 5035	3-LB. CANS 5036	

GEORGIA PEACHES . . . 4 NO. 2½ CANS 65c

DEL MONTE SALMON . . . SMALL CAN 20c

DEL MONTE COFFEE . . . 2 1-LB. CANS 55c

CORNEB BEEF HASH PER CAN 20c

CALIFORNIA PEARS . . . 3 NO. 3 CANS 26c

DEL MONTE CORN LARGE CAN 15c

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 28-M Tempo Medium

10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER CAN 4000	LB. CAN 4001	LB. CANS 4002	GAL. CAN 4003	GAL. CANS 4004	REG. CAN 4005	REG. CANS 4006	TALL CAN 4007	TALL CANS 4008	SMALL CAN 4009	SMALL CANS 4010	LARGE CAN 4011	LARGE CANS 4012
NO. 1 CAN 4013	NO. 1 CANS 4014	NO. 2 CAN 4015	NO. 2 CANS 4016	NO. 2½ CAN 4017	NO. 2½ CANS 4018	NO. 3 CAN 4019	NO. 3 CANS 4020	8-OZ. CAN 4021	8-OZ. CANS 4022	12-OZ. CAN 4023	12-OZ. CANS 4024	
15-OZ. CAN 4025	15-OZ. CANS 4026	16-OZ. CAN 4027	16-OZ. CANS 4028	18-OZ. CAN 4029	18-OZ. CANS 4030	1-LB. CAN 4031	1-LB. CANS 4032	2-LB. CAN 4033	2-LB. CANS 4034	3-LB. CAN 4035	3-LB. CANS 4036	

ACE CORN . . . 3 NO. 2½ CANS 37c

PET MILK 4 TALL CANS 25c

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 48 point Ludlow 28-M Tempo Medium

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.

LUDLOW FOOD STORE 2-LINE LOGOTYPES

6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

PER PKG.	LB. PKGS.	LB. PKGS.	1-LB. PKGS.	1-LB. PKGS.	2-LB. PKG.	2-LB. PKGS.	3-LB. PKG.	3-LB. PKGS.	4-LB. PKG.	4-LB. PKGS.	5-LB. PKG.	5-LB. PKGS.	1/4-LB. PKG.	1/4-LB. PKGS.
5030	5031	5032	5033	5034	5035	5036	5037	5038	5039	5040	5041	5042	5043	5044
1/2-LB. PKG.	1/2-LB. PKGS.	3/4-LB. PKG.	3/4-LB. PKGS.	1 1/2-LB. PKG.	1 1/2-LB. PKGS.	1 3/4-LB. PKG.	1 3/4-LB. PKGS.	LARGE PKG.	LARGE PKGS.	SMALL PKG.	SMALL PKGS.	REG. PKG.	REG. PKGS.	
5045	5046	5047	5048	5049	5070	5071	5072	5073	5074	5075	5076	5077	5078	5079
MED. PKG.	MED. PKGS.	8-OZ. PKG.	8-OZ. PKGS.	15-OZ. PKG.	15-OZ. PKGS.	20-OZ. PKG.	20-OZ. PKGS.	32-OZ. PKG.	32-OZ. PKGS.	40-OZ. PKG.	40-OZ. PKGS.	PKG. OF 6	PKGS. OF 6	
5079	5080	5081	5082	5083	5084	5085	5086	5087	5088	5089	5090	5091	5092	

SOAP FLAKES . . . 4	LARGE PKGS.	98c	DRIED APRICOTS . .	LARGE PKG.	20c
R & W FLOUR . . . 2	4-LB. PKGS.	89c	WILSON BACON . . .	LB. PKG.	35c
CEYLON TEA 2	1-LB. PKGS.	99c	WILSON COFFEE . . .	1/4-LB. PKG.	18c

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 28-B Tempo Bold

10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER PKG.	LB. PKG.	LB. PKGS.	1-LB. PKG.	1-LB. PKGS.	2-LB. PKG.	2-LB. PKGS.	3-LB. PKG.	3-LB. PKGS.	4-LB. PKG.	4-LB. PKGS.	5-LB. PKG.	5-LB. PKGS.	1/4-LB. PKG.	1/4-LB. PKGS.
4050	4051	4052	4053	4054	4055	4056	4057	4058	4059	4060	4061	4062	4063	4064
1/2-LB. PKG.	1/2-LB. PKGS.	3/4-LB. PKG.	3/4-LB. PKGS.	1 1/2-LB. PKG.	1 1/2-LB. PKGS.	1 3/4-LB. PKG.	1 3/4-LB. PKGS.	LARGE PKG.	LARGE PKGS.	SMALL PKG.	SMALL PKGS.	REG. PKG.	REG. PKGS.	MED. PKG.
4065	4066	4067	4068	4069	4070	4071	4072	4073	4074	4075	4076	4077	4078	4079
MED. PKGS.	8-OZ. PKG.	8-OZ. PKGS.	15-OZ. PKG.	15-OZ. PKGS.	20-OZ. PKG.	20-OZ. PKGS.	32-OZ. PKG.	32-OZ. PKGS.	40-OZ. PKG.	40-OZ. PKGS.	PKG. OF 6	PKGS. OF 6	LB. BAG	LB. BAGS
4080	4081	4082	4083	4084	4085	4086	4087	4088	4089	4090	4091	4092	4101	4102

SUGAR 3	2-LB. PKGS.	89c
RAISINS 2	1-LB. PKGS.	25c

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 36 point Ludlow 28-B Tempo Bold

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.

LUDLOW LINING PLATE MISCELLANEOUS MATRICES

FRACTIONS

18 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
6 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
6 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$

EN-SET FRACTIONS

18 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
6 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$

COMMERCE GOTHIC LIGHT FRACTIONS

COMMERCE GOTHIC MEDIUM FRACTIONS

COMMERCE GOTHIC MEDIUM CONDENSED FRACTIONS

18 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$

LINING LITHO LIGHT FRACTIONS

LINING LITHO BOLD FRACTIONS

18 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$

PARENTHESES

POINT SIZE	6 No. 1	6 No. 2	6 No. 3	6 No. 4	12 No. 1	12 No. 2	12 No. 3	12 No. 4	18 No. 1	18 No. 2	24 No. 1	24 No. 2
Lining Plate Gothic	()	()	()	()	()	()	()	()	()	()	()	()
Lining Litho Light	()	()	()	()	()	()	()	()	()	()	()	()
Lining Litho Bold	()	()	()	()	()	()	()	()	()	()	()	()
Commerce Gothic Light	()	()	()	()	()	()	()	()	()	()	()	()
Commerce Gothic Medium	()	()	()	()	()	()	()	()	()	()	()	()
Commerce Gothic Medium Condensed	()	()	()	()	()	()	()	()	()	()	()	()

PER CENT MARKS

6 Pt. No. 1	6 Pt. No. 2	6 Pt. No. 3	6 Pt. No. 4	12 Pt. No. 1	12 Pt. No. 2	12 Pt. No. 3	12 Pt. No. 4	18 Pt. No. 1	18 Pt. No. 2	24 Pt. No. 1	24 Pt. No. 2
%	%	%	%	%	%	%	%	%	%	%	%

NOTE

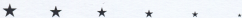
All sizes of the Ludlow Lining Plate Gothics align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.

LUDLOW LINING PLATE MISCELLANEOUS MATRICES

FIVE POINTED STARS

Full Face

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3 6 Pt. No. 1



FIVE POINTED STARS

Outline

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



ARITHMETICAL SIGNS

Lightface

6 POINT NO. 3	+	-	×	÷	=
12 POINT NO. 2	+	-	×	÷	=
12 POINT NO. 3	+	-	×	÷	=
12 POINT NO. 4	+	-	×	÷	=
18 POINT NO. 1	+	-	×	÷	=

SOLID SQUARES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 3



SOLID DOTS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



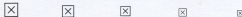
ELECTION SQUARES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 3



ELECTION SQUARES WITH CROSS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1



COMMERCIAL SIGNS

	Pound	Com'l @	Account	Per	Section	Dagger	Double Dagger	Cent	Check	Degree	Inch	Foot
18 POINT NO. 1		@	q/c	℥	§	†	‡	¢	✓	°	℥	!
12 POINT NO. 4	lb	@	q/c	℥	§	†	‡	¢	✓	°	℥	!
12 POINT NO. 3	lb	@	q/c	℥	§	†	‡	¢	✓	°	℥	!
12 POINT NO. 2	lb	@	q/c	℥	§	†	‡	¢	✓	°	℥	!
12 POINT NO. 1	lb	@	q/c	℥	§	†	‡	¢	✓	°	℥	!
6 POINT NO. 4		@	q/c	℥	§	†	‡	¢	✓	°	℥	!
6 POINT NO. 3	lb	@	q/c	℥	§	†	‡	¢	✓	°	℥	!

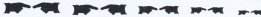
MALTESE CROSSES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



FISTS FULLFACE

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



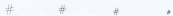
FISTS OUTLINE

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



NUMBER SIGNS

12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



ARROWS

12 Pt. No. 4 6 Pt. No. 3 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



COPYRIGHT SIGNS



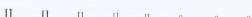
ASTERISKS (Lightface)

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 4 6 Pt. No. 3



BRACKETS

12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 4 6 Pt. No. 3 6 Pt. No. 2 6 Pt. No. 1



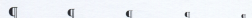
BRACES

18 Pt. No. 1 12 Pt. No. 4



PARAGRAPH MARKS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



CARE-OF SIGNS

12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



NOTE

All sizes of the Ludlow Lining Plate Gothic align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.

LUDLOW MISCELLANEOUS MATRICES

ARITHMETICAL SIGNS

Lightface

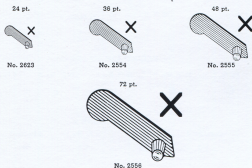
6 Point	+	-	×	÷	=	±	>	<	√	°	∞
8 Point	+	-	×	÷	=	±	>	<	√	°	∞
10 Point	+	-	×	÷	=	±	>	<	√	°	∞
12 Point	+	-	×	÷	=	±	>	<	√	°	∞
14 Point	+	-	×	÷	=	±	>	<	√	°	∞
18 Point	+	-	×	÷	=	±	>	<	√	°	∞

Boldface

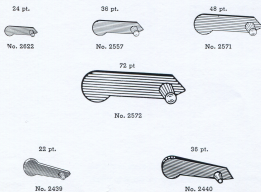
6 Point	+	-	×	÷	=	±	>	<	√	°
8 Point	+	-	×	÷	=	±	>	<	√	°
10 Point	+	-	×	÷	=	±	>	<	√	°
12 Point	+	-	×	÷	=	±	>	<	√	°
14 Point	+	-	×	÷	=	±	>	<	√	°
18 Point	+	-	×	÷	=	±	>	<	√	°

VOTING MACHINE LEVER SYMBOLS

With Cross



Without Cross



NUMBER SIGNS

Lightface

6	8	10	12	14	18	24	30	36
#	#	#	#	#	#	#	#	#

Boldface

6	8	10	12	14	18	24	30	36
#	#	#	#	#	#	#	#	#

COMMERCIAL SIGNS

Lightface Checks
















6	8	10	12	14	18	24	30
✓	✓	✓	✓	✓	✓	✓	✓
		36		42		48	
		✓		✓		✓	

Boldface Checks

















6	8	10	12	14	18	24	30
✓	✓	✓	✓	✓	✓	✓	✓
		36		42		48	
		✓		✓		✓	

ELECTION SQUARES AND CIRCLES

With Cross

48	42	36	30	24	
					
18	14	12	10	8	6
					
36	30	24	18		
					

Without Cross

48	42	36	30	24		
						
20	18	14	12	10	8	6
						
36	30	24	18			
						

LUDLOW DIAGONAL FRACTIONS

LUDLOW 30-L KARNAK LIGHT

$\frac{3}{4}$
48 Point

$\frac{3}{4}$
42 Point

$\frac{3}{4}$
36 Point

$\frac{3}{4}$
30 Point

$\frac{3}{4}$
24 Point

$\frac{3}{4}$
18 Point

LUDLOW 30-LM KARNAK INTERMEDIATE

$\frac{3}{4}$
48 Point

$\frac{3}{4}$
42 Point

$\frac{3}{4}$
36 Point

$\frac{3}{4}$
30 Point

$\frac{3}{4}$
24 Point

$\frac{3}{4}$
18 Point

LUDLOW 30-LMI KARNAK INTERMEDIATE ITALIC

$\frac{3}{4}$
48 Point

$\frac{3}{4}$
42 Point

$\frac{3}{4}$
36 Point

$\frac{3}{4}$
30 Point

$\frac{3}{4}$
24 Point

$\frac{3}{4}$
18 Point

LUDLOW 30-M KARNAK MEDIUM

$\frac{3}{4}$
48 Point

$\frac{3}{4}$
42 Point

$\frac{3}{4}$
36 Point

$\frac{3}{4}$
30 Point

$\frac{3}{4}$
24 Point

$\frac{3}{4}$
18 Point

LUDLOW 30-MEC KARNAK OBELISK

$\frac{3}{4}$
48 Point

$\frac{3}{4}$
42 Point

$\frac{3}{4}$
36 Point

$\frac{3}{4}$
30 Point

$\frac{3}{4}$
24 Point

$\frac{3}{4}$
18 Point

LUDLOW 30-H KARNAK BLACK

$\frac{3}{4}$
48 Point

$\frac{3}{4}$
42 Point

$\frac{3}{4}$
36 Point

$\frac{3}{4}$
30 Point

$\frac{3}{4}$
24 Point

$\frac{3}{4}$
18 Point

LUDLOW 30-HI KARNAK BLACK ITALIC

$\frac{3}{4}$
48 Point

$\frac{3}{4}$
42 Point

$\frac{3}{4}$
36 Point

$\frac{3}{4}$
30 Point

$\frac{3}{4}$
24 Point

$\frac{3}{4}$
18 Point

LUDLOW 30-HC KARNAK BLACK CONDENSED

$\frac{3}{4}$
48 Point

$\frac{3}{4}$
42 Point

$\frac{3}{4}$
36 Point

$\frac{3}{4}$
30 Point

$\frac{3}{4}$
24 Point

$\frac{3}{4}$
18 Point

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$

$\frac{1}{3}$

$\frac{2}{3}$

$\frac{1}{4}$

$\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

LUDLOW DIAGONAL FRACTIONS

LUDLOW 28-L TEMPO LIGHT

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

LUDLOW 28-M TEMPO MEDIUM

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

LUDLOW 28-B TEMPO BOLD

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

LUDLOW 28-BI TEMPO BOLD ITALIC

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

LUDLOW 28-BC TEMPO BOLD CONDENSED

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

LUDLOW 28-H TEMPO HEAVY

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

LUDLOW 28-HC TEMPO HEAVY CONDENSED

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

LUDLOW 28-HCI TEMPO HEAVY CONDENSED ITALIC

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$

$\frac{1}{3}$

$\frac{2}{3}$

$\frac{1}{4}$

$\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

LUDLOW DIAGONAL FRACTIONS

LUDLOW 3-B BODONI BOLD

3/4

48 Point

3/4

42 Point

3/4

36 Point

3/4

30 Point

3/4

24 Point

3/4

18 Point

LUDLOW 3-BEC BODONI CAMPANILE

3/4

48 Point

3/4

42 Point

3/4

36 Point

3/4

30 Point

3/4

24 Point

3/4

18 Point

LUDLOW 3-H BODONI BLACK

3/4

48 Point

3/4

42 Point

3/4

36 Point

3/4

30 Point

3/4

24 Point

3/4

18 Point

LUDLOW 6-C CONDENSED GOTHIC

3/4

48 Point

3/4

42 Point

3/4

36 Point

3/4

30 Point

3/4

24 Point

3/4

18 Point

LUDLOW 6-B MEDIUM CONDENSED GOTHIC

3/4

48 Point

3/4

42 Point

3/4

36 Point

3/4

30 Point

3/4

24 Point

3/4

18 Point

LUDLOW 6-FEC FRANKLIN GOTHIC EXTRA CONDENSED

3/4

48 Point

3/4

42 Point

3/4

36 Point

3/4

30 Point

3/4

24 Point

3/4

18 Point

LUDLOW 42-MIC CORONET

3/4

72 Point

3/4

60 Point

3/4

48 Point

3/4

42 Point

3/4

36 Point

3/4

30 Point

3/4

24 Point

3/4

18 Point

LUDLOW 42-BIC CORONET BOLD

3/4

72 Point

3/4

60 Point

3/4

48 Point

3/4

42 Point

3/4

36 Point

3/4

30 Point

3/4

24 Point

3/4

18 Point

Each set of the above fractions contains 2 each of the following characters:

1/2

1/3

2/3

1/4

3/4

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

LUDLOW DIAGONAL FRACTIONS

LUDLOW 43-M RADIANT MEDIUM

 $\frac{3}{4}$

72 Point

 $\frac{3}{4}$

60 Point

 $\frac{3}{4}$

48 Point

 $\frac{3}{4}$

42 Point

 $\frac{3}{4}$

36 Point

 $\frac{3}{4}$

30 Point

 $\frac{3}{4}$

24 Point

 $\frac{3}{4}$

18 Point

LUDLOW 43-B RADIANT BOLD

 $\frac{3}{4}$

48 Point

 $\frac{3}{4}$

42 Point

 $\frac{3}{4}$

36 Point

 $\frac{3}{4}$

30 Point

 $\frac{3}{4}$

24 Point

 $\frac{3}{4}$

18 Point

LUDLOW 43-BC RADIANT BOLD CONDENSED

 $\frac{3}{4}$

48 Point

 $\frac{3}{4}$

42 Point

 $\frac{3}{4}$

36 Point

 $\frac{3}{4}$

30 Point

 $\frac{3}{4}$

24 Point

 $\frac{3}{4}$

18 Point

LUDLOW 43-BEC RADIANT BOLD EXTRA CONDENSED

 $\frac{3}{4}$

72 Point

 $\frac{3}{4}$

60 Point

 $\frac{3}{4}$

48 Point

 $\frac{3}{4}$

42 Point

 $\frac{3}{4}$

36 Point

 $\frac{3}{4}$

30 Point

 $\frac{3}{4}$

24 Point

 $\frac{3}{4}$

18 Point

LUDLOW 43-H RADIANT HEAVY

 $\frac{3}{4}$

72 Point

 $\frac{3}{4}$

60 Point

 $\frac{3}{4}$

48 Point

 $\frac{3}{4}$

42 Point

 $\frac{3}{4}$

36 Point

 $\frac{3}{4}$

30 Point

 $\frac{3}{4}$

24 Point

 $\frac{3}{4}$

18 Point

LUDLOW 38-HIC HAUSER SCRIPT

 $\frac{3}{4}$

72 Point

 $\frac{3}{4}$

60 Point

 $\frac{3}{4}$

48 Point

 $\frac{3}{4}$

36 Point

 $\frac{3}{4}$

24 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

LUDLOW DIAGONAL FRACTIONS

LUDLOW 28-EH TEMPO BLACK DIAGONAL FRACTIONS

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

LUDLOW 30-HCI KARNAK BLACK CONDENSED ITALIC DIAGONAL FRACTIONS

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

LUDLOW 3-BECI BODONI CAMPANILE ITALIC DIAGONAL FRACTIONS

$\frac{3}{4}$

48 Point

$\frac{3}{4}$

42 Point

$\frac{3}{4}$

36 Point

$\frac{3}{4}$

30 Point

$\frac{3}{4}$

24 Point

$\frac{3}{4}$

18 Point

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$

$\frac{1}{3}$

$\frac{2}{3}$

$\frac{1}{4}$

$\frac{3}{4}$

LUDLOW 6-B MEDIUM CONDENSED GOTHIC DIAGONAL FRACTIONS

$\frac{3}{8}$

48 Point

$\frac{3}{8}$

42 Point

$\frac{3}{8}$

36 Point

$\frac{3}{8}$

30 Point

$\frac{3}{8}$

24 Point

$\frac{3}{8}$

18 Point

$\frac{3}{8}$

14 Point

$\frac{3}{8}$

12 Point

$\frac{3}{8}$

10 Point

Made in the following denominations: $\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

$\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$ $\frac{1}{16}$ $\frac{3}{16}$ $\frac{5}{16}$ $\frac{7}{16}$ $\frac{9}{16}$ $\frac{11}{16}$ $\frac{13}{16}$ $\frac{15}{16}$ $\frac{1}{32}$ $\frac{1}{64}$

The above fractions made in sizes from 6 to 14 point

LUDLOW 28-H TEMPO HEAVY DIAGONAL FRACTIONS

$\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

14 Point

$\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

12 Point

$\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

10 Point

$\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

8 Point

LUDLOW 47-H SAMSON DIAGONAL FRACTIONS

$\frac{1}{2}$

48 Point

$\frac{1}{3}$

$\frac{2}{3}$

$\frac{1}{4}$

$\frac{3}{4}$

$\frac{1}{2}$

36 Point

$\frac{1}{3}$

$\frac{2}{3}$

24 Point

$\frac{1}{4}$

$\frac{3}{4}$

LUDLOW 28-M TEMPO MEDIUM DIAGONAL FRACTIONS

$\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

10 Point

$\frac{1}{4}$

72 Point

$\frac{1}{2}$

72 Point

$\frac{1}{4}$

60 Point

$\frac{1}{2}$

60 Point

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

LUDLOW DIAGONAL AND EN-SET FRACTIONS

LUDLOW 30-MI KARNAK MEDIUM ITALIC

3/4

48 Point

3/4

42 Point

3/4

36 Point

3/4

30 Point

3/4

24 Point

3/4

18 Point

LUDLOW 30-LM KARNAK INTERMEDIATE

3/4

72 Point

3/4

60 Point

LUDLOW 3-M BODONI MODERN

3/4

48 pt.

3/4

42 pt.

3/4

36 pt.

3/4

30 pt.

3/4

24 pt.

3/4

18 pt.

LUDLOW 30-H KARNAK BLACK

3/4

72 Point

3/4

60 Point

3/4

72 Point

3/4

60 Point

LUDLOW 28-B TEMPO BOLD EN-SET FRACTIONS

3/4

72 pt.

3/4

60 pt.

3/4

48 pt.

3/4

42 pt.

3/4

36 pt.

3/4

30 pt.

3/4

24 pt.

3/4

18 pt.

3/4

14 pt.

3/4

12 pt.

3/4

10 pt.

3/4

8 pt.

3/4

6 pt.

LUDLOW 28-H TEMPO HEAVY EN-SET FRACTIONS

3/4

72 pt.

3/4

60 pt.

3/4

48 pt.

3/4

42 pt.

3/4

36 pt.

3/4

30 pt.

3/4

24 pt.

3/4

18 pt.

3/4

14 pt.

3/4

12 pt.

Each set of the above fractions contains 2 each of the following characters:

1/2

1/3

2/3

1/4

3/4

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

LUDLOW 6-B MEDIUM CONDENSED GOTHIC

1/5

72 Point

1/5

60 Point

1/5

48 Point

1/5

42 Point

1/5

36 Point

1/5

30 Point

1/5

24 Point

1/5

18 Point

4/5

72 Point

4/5

60 Point

4/5

48 Point

4/5

42 Point

4/5

36 Point

4/5

30 Point

4/5

24 Point

4/5

18 Point

LUDLOW EN-SET BOLD FRACTIONS

3/4

72 Point

3/4

60 Point

3/4

72 Point

3/4

60 Point

LUDLOW EN-SET LIGHT FRACTIONS

LUDLOW EN-SET BOLD AND LIGHT FRACTIONS

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

48 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

48 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

42 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

42 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

36 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

36 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

30 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

30 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

24 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

24 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

18 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

18 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

14 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

14 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

12 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

12 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

10 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

10 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

8 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

8 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

6 Point

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{5}{8}$ $\frac{7}{8}$

6 Point

En-set fractions for Tempo Bold
and Tempo Heavy are shown
on opposite page

TEMPO MEDIUM CONDENSED
DIAGONAL FRACTIONS

$\frac{1}{2}$ $\frac{1}{4}$

60 Point

$\frac{1}{2}$ $\frac{1}{4}$

72 Point

LUDLOW DIAGONAL FRACTIONS

LUDLOW 24-L GARAMOND

$\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 24-LI GARAMOND ITALIC

$\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 24-B GARAMOND BOLD

$\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 24-BI GARAMOND BOLD ITALIC

$\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 43-MI RADIANT MEDIUM ITALIC

$\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$
 48 Point 42 Point 36 Point 30 Point 24 Point 18 Point

LUDLOW 3-B BODONI BOLD

$\frac{3}{4}$ $\frac{3}{4}$
 72 Point 60 Point

LUDLOW 28-HC TEMPO HEAVY CONDENSED

$\frac{3}{4}$ $\frac{3}{4}$
 72 Point 60 Point

LUDLOW 3-BI BODONI BOLD ITALIC

$\frac{3}{4}$ $\frac{3}{4}$
 72 Point 60 Point
 (Also available from 18 to 48 point inclusive)

LUDLOW 28-HI TEMPO HEAVY ITALIC

$\frac{3}{4}$ $\frac{3}{4}$
 72 Point 60 Point

LUDLOW 9-H BODONI BLACK

$\frac{3}{4}$ $\frac{3}{4}$
 72 Point 60 Point

LUDLOW 28-H TEMPO HEAVY

$\frac{3}{4}$ $\frac{3}{4}$
 72 Point 60 Point

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{4}$ $\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

LUDLOW EM-SET LIGHT ROMAN FRACTIONS

$\frac{1}{4}$ $\frac{1}{4}$ $\frac{1}{4}$ $\frac{1}{4}$ $\frac{1}{4}$ $\frac{1}{4}$ $\frac{1}{4}$ $\frac{1}{4}$ $\frac{1}{4}$ $\frac{1}{4}$ $\frac{1}{4}$

$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$

$\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$ $\frac{3}{4}$

$\frac{1}{3}$ $\frac{1}{3}$ $\frac{1}{3}$ $\frac{1}{3}$ $\frac{1}{3}$ $\frac{1}{3}$ $\frac{1}{3}$ $\frac{1}{3}$ $\frac{1}{3}$ $\frac{1}{3}$ $\frac{1}{3}$

$\frac{2}{3}$ $\frac{2}{3}$ $\frac{2}{3}$ $\frac{2}{3}$ $\frac{2}{3}$ $\frac{2}{3}$ $\frac{2}{3}$ $\frac{2}{3}$ $\frac{2}{3}$ $\frac{2}{3}$ $\frac{2}{3}$

$\frac{1}{8}$ $\frac{1}{8}$ $\frac{1}{8}$ $\frac{1}{8}$ $\frac{1}{8}$ $\frac{1}{8}$ $\frac{1}{8}$ $\frac{1}{8}$ $\frac{1}{8}$ $\frac{1}{8}$ $\frac{1}{8}$

$\frac{3}{8}$ $\frac{3}{8}$ $\frac{3}{8}$ $\frac{3}{8}$ $\frac{3}{8}$ $\frac{3}{8}$ $\frac{3}{8}$ $\frac{3}{8}$ $\frac{3}{8}$ $\frac{3}{8}$ $\frac{3}{8}$

$\frac{5}{8}$ $\frac{5}{8}$ $\frac{5}{8}$ $\frac{5}{8}$ $\frac{5}{8}$ $\frac{5}{8}$ $\frac{5}{8}$ $\frac{5}{8}$ $\frac{5}{8}$ $\frac{5}{8}$ $\frac{5}{8}$

$\frac{7}{8}$ $\frac{7}{8}$ $\frac{7}{8}$ $\frac{7}{8}$ $\frac{7}{8}$ $\frac{7}{8}$ $\frac{7}{8}$ $\frac{7}{8}$ $\frac{7}{8}$ $\frac{7}{8}$ $\frac{7}{8}$

48 pt.

42 pt.

36 pt.

30 pt.

24 pt.

18 pt.

14 pt.

12 pt.

10 pt.

8 pt.

6 pt.

LUDLOW EM-SET BOLD ROMAN FRACTIONS

$\frac{1}{4}$ **$\frac{1}{4}$** **$\frac{1}{4}$** **$\frac{1}{4}$** **$\frac{1}{4}$** **$\frac{1}{4}$** **$\frac{1}{4}$** **$\frac{1}{4}$** **$\frac{1}{4}$** **$\frac{1}{4}$** **$\frac{1}{4}$**

$\frac{1}{2}$ **$\frac{1}{2}$** **$\frac{1}{2}$** **$\frac{1}{2}$** **$\frac{1}{2}$** **$\frac{1}{2}$** **$\frac{1}{2}$** **$\frac{1}{2}$** **$\frac{1}{2}$** **$\frac{1}{2}$** **$\frac{1}{2}$**

$\frac{3}{4}$ **$\frac{3}{4}$** **$\frac{3}{4}$** **$\frac{3}{4}$** **$\frac{3}{4}$** **$\frac{3}{4}$** **$\frac{3}{4}$** **$\frac{3}{4}$** **$\frac{3}{4}$** **$\frac{3}{4}$** **$\frac{3}{4}$**

$\frac{1}{3}$ **$\frac{1}{3}$** **$\frac{1}{3}$** **$\frac{1}{3}$** **$\frac{1}{3}$** **$\frac{1}{3}$** **$\frac{1}{3}$** **$\frac{1}{3}$** **$\frac{1}{3}$** **$\frac{1}{3}$** **$\frac{1}{3}$**

$\frac{2}{3}$ **$\frac{2}{3}$** **$\frac{2}{3}$** **$\frac{2}{3}$** **$\frac{2}{3}$** **$\frac{2}{3}$** **$\frac{2}{3}$** **$\frac{2}{3}$** **$\frac{2}{3}$** **$\frac{2}{3}$** **$\frac{2}{3}$**

$\frac{1}{8}$ **$\frac{1}{8}$** **$\frac{1}{8}$** **$\frac{1}{8}$** **$\frac{1}{8}$** **$\frac{1}{8}$** **$\frac{1}{8}$** **$\frac{1}{8}$** **$\frac{1}{8}$** **$\frac{1}{8}$** **$\frac{1}{8}$**

$\frac{3}{8}$ **$\frac{3}{8}$** **$\frac{3}{8}$** **$\frac{3}{8}$** **$\frac{3}{8}$** **$\frac{3}{8}$** **$\frac{3}{8}$** **$\frac{3}{8}$** **$\frac{3}{8}$** **$\frac{3}{8}$** **$\frac{3}{8}$**

$\frac{5}{8}$ **$\frac{5}{8}$** **$\frac{5}{8}$** **$\frac{5}{8}$** **$\frac{5}{8}$** **$\frac{5}{8}$** **$\frac{5}{8}$** **$\frac{5}{8}$** **$\frac{5}{8}$** **$\frac{5}{8}$** **$\frac{5}{8}$**

$\frac{7}{8}$ **$\frac{7}{8}$** **$\frac{7}{8}$** **$\frac{7}{8}$** **$\frac{7}{8}$** **$\frac{7}{8}$** **$\frac{7}{8}$** **$\frac{7}{8}$** **$\frac{7}{8}$** **$\frac{7}{8}$** **$\frac{7}{8}$**

48 pt.

42 pt.

36 pt.

30 pt.

24 pt.

18 pt.

14 pt.

12 pt.

10 pt.

8 pt.

6 pt.

LUDLOW VERTICAL LOGOTYPES

3^{TINS}**47^c** **303**^{Can}**29^c**
60 Point Combination 72 Point Combination

3^{LBS}**89^c**
84 Point Combination

2^{FOR}**53^c**
96 Point Combination

Ludlow Tempo Heavy Condensed Logotypes for use
with all 1¼-inch matrices

F L D Y J A C P Q B G T
O B O D A N A K T A A I
R S Z S R D N G S R L N
2592 2593 2594 2595 2716 2717 2718 2719 2722 2724 2726 2727

L **T** **Q** **Cello** **Cello** **303** **303**
B **O** **T** **Bag** **Bags** **Can** **Cans**
2714 2715 2721 2730 2731 2732 2733

E B G T P J C P
A B A L T A A R A N K
C H A R S S S I R R S S G S
2720 2723 2725 2728 2596 2597 2598 2599

C **C** **C** **C** **C** **C** **C**
ea **lb** **dz** **yd** **pr** **qt** **pt**
2600 2601 2602 2603 2604 2605 2729

For Brighter and Cleaner Washings

FINEST BLEACH **2**^{QTS}**63^c**

This is one of our unusual specials

2³⁰³**73^c** **Q**^T**49^c** **27^c**^{pt}
3^{BARS}**27^c** **35^c**^{AND} **45^c**
36 Point Combinations

2^{FOR}**89^c** **2**^{LBS}**65^c**
42^c_{yd} **63^c**_{pr} **45^c**_{qt}
42 Point Combinations

2^{FOR}**48^c** **2**^{LBS}**38^c**
19^c_{ea} **60^c**_{lb} **28^c**_{dz}
48 Point Combinations

Ludlow Tempo Heavy Condensed Logotypes for use
with 1¼-inch matrices

F L D Y J A C P Q B G T
O B O D A N A K T A A I
R S Z S R D N G S R L N
2578 2579 2580 2581 2696 2697 2698 2699 2702 2704 2706 2707

L **T** **Q** **Cello** **Cello** **303** **303**
B **O** **T** **Bag** **Bags** **Can** **Cans**
2694 2695 2701 2710 2711 2712 2713

E B G T P J C P
A B A L T A A R A N K
C H A R S S S I R R S S G S
2700 2703 2705 2708 2582 2583 2584 2585

C **C** **C** **C** **C** **C** **C**
ea **lb** **dz** **yd** **pr** **qt** **pt**
2586 2587 2588 2589 2590 2591 2709

LUDLOW LOGOTYPES

are designed for use with 1/4-inch and 1/4-inch Ludlow figure matrices. In the 36, 42 and 48-point combinations shown above, 36-point logotypes are used throughout. In the 60, 72, 84 and 96-point combinations (84 and 96-point Franklin Gothic Extra Condensed figures shown here are driven in 1¼-inch matrices) 60-point logotypes are used. In all combinations in which the cent mark is used alone, it is the standard superior "c" in that size. These logotypes will greatly facilitate handling price figure composition.

LUDLOW ADVERTISING BRACKETS



No. 412 No. 411
84 Pt. Ludlow Bracket
Cast lengthwise with the slug



No. 414 No. 413
84 Pt. Ludlow Bracket
Cast lengthwise with the slug

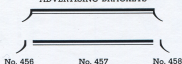


No. 416
84 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 415
84 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug

ADVERTISING BRACKETS



No. 456 No. 457 No. 458
Ludlow Piece Bracket
Cast lengthwise with the slug
No. 457 in sizes to make 96 pt., 120 pt., 144 pt.,
168 pt., 192 pt., 216 pt., 240 pt. and 276 pt.



No. 454 No. 455
60 Pt. Ludlow Bracket
Cast lengthwise with the slug



No. 450 No. 451
48 Pt. Ludlow Bracket
Cast vertically on horizontal slug



No. 492 No. 493
Cast lengthwise with the slug



No. 446 No. 447
36 Pt. Ludlow Bracket
Cast vertically on horizontal slug



No. 488 No. 489
Cast lengthwise with the slug



No. 453
60 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 470 No. 469
48 Pt. Ludlow Bracket
Cast vertically on horizontal slug



No. 494
48 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 468 No. 467
36 Pt. Ludlow Bracket
Cast vertically on horizontal slug



No. 490
36 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 443
72 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 452
60 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 449 No. 448
48 Pt. Ludlow Bracket
Cast vertically on horizontal slug



No. 495
48 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug



No. 445 No. 444
36 Pt. Ludlow Bracket
Cast vertically on horizontal slug



No. 491
36 Pt. Ludlow Reversible Bracket
Cast lengthwise with the slug

DIPHTHONGS

Æ Œ æ œ

18 Point Ludlow 28-B Tempo Bold

Æ Œ æ œ

18 Point Ludlow 30-M Karnak Medium

Æ Œ æ œ

18 Point Ludlow 24-B Garamond Bold

The above Diphthongs are available
in all point-sizes of all typefaces

MORTISED MATRICES

Available in all faces and point-sizes in both Roman and Italic from 14 to 96 point (inclusive)

WAY

As set with
regular matrices

WAY

As set with
mortised matrices

ATAVISM

As set with
regular matrices

ATAVISM

As set with
mortised matrices

A complete set consists of 27 matrices as follows:

Left-Hand Top Mortise

Caps-A, M

Lower-Case-a, e, o, u, i, s, y

Right-Hand Top Mortise

Caps-A, L, M

Both Right and Left Top Mortise

Caps-A, M

Left-Hand Bottom Mortise

Caps-T, V, W, Y

Right-Hand Bottom Mortise

Caps-F, T, V, W, Y

Both Right and Left Bottom Mortise

Caps-T, V, W, Y

The majority of sets of mortised matrices will not consist of the full 27 matrices because
the applicability of the mortising idea varies in different faces with special reference
to Roman caps F and M and to Italic caps A, M, V and W.

Matrices may be ordered individually or in complete sets.

LUDLOW MISCELLANEOUS MATRICES

CALENDAR MARKS

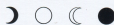
Moon Phases



12 Point



14 Point



18 Point



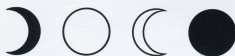
24 Point



30 Point



36 Point



48 Point

First Quarter

Full Moon

Last Quarter

New Moon

CALENDAR FRACTIONS

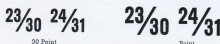


12 Point

14 Point

18 Point

24 Point



30 Point

Point



48 Point



30 Point 24-L Garamond

FISHES

12 Point

14 Point

18 Point

24 Point



30 Point



36 Point



48 Point



6 Point



C2837-72 x 72 points



C2836-72 x 72 points



C2835-60 x 60 points



C2834-60 x 60 points



C1031-48 x 48 points



C2833-48 x 48 points



C1010-42 x 42 points



C2832-42 x 42 points



C14-36 x 36 points



C13-36 x 36 points



C367-30 x 30 points



C364-30 x 30 points



C15-24 x 24 points



C16-24 x 24 points



C366-18 x 18 points



C363-18 x 18 points



C365-14 x 14 points



C362-14 x 14 points



C17-12 x 12 points



C18-12 x 12 points



C289-10 x 10 points



C202-10 x 10 points



C382-8 x 8 points



C201-8 x 8 points



C281-6 x 6 points



C200-6 x 6 points

C2054-4 x 4 points

LUDLOW SUPERIOR FIGURES

TEMPO BOLD CONDENSED

\$11⁶⁵ **\$7¹⁵** **\$18²⁰** **\$12⁹⁰** **59^c** **\$46⁴⁵**

26 Point 72 Point 60 Point 48 Point 42 Point 36 Point

\$97⁴⁸ **\$38²⁹** **\$27⁵⁰** **\$35⁸²**

30 Point 24 Point 18 Point 14 Point

MISCELLANEOUS SUPERIOR FIGURES

\$18⁹⁰ **\$27⁴⁵** **\$10¹⁷**

72 Point Karmak Black Italic 72 Point Radiant Heavy 72 Point Bodoni Black

\$18²⁰ **\$12⁷⁵** **\$35¹⁰** **\$6¹⁸**

60 Point Tempo Heavy 72 Point Radiant Bold Condensed 48 Point Karmak Black 48 Point Karmak Medium

\$45⁷⁹ **\$63⁸⁰** **\$67²⁹**

48 Point Franklin Gothic Extra Condensed 48 Point Tempo Heavy Condensed 42 Point Tempo Bold

\$34⁸² **\$70³⁵** **\$24⁷⁰**

36 Point Caslon Bold 36 Point Karmak Black Condensed 30 Point Goswami Bold

\$95⁷⁰ **\$78³⁴** **\$65²⁸**

30 Point Bodoni Bold 24 Point Karmak Intermediate 24 Point Franklin Gothic

\$26⁷⁰ **\$55⁹⁹** **\$28⁴⁰**

18 Point Bodoni Black 18 Point Eden Bold 14 Point Tempo Heavy

SUPERIOR FIGURES WITH UNDERScore

\$5⁸⁹ **\$5⁶⁵**

48 Point Ludlow Black 36 Point Cheltenham Bold Condensed

\$7⁴⁹

30 Point Medium Condensed Gothic

\$c. 1234567890

A set consists of two each of the above characters

Superior figures, with or without underscore, are available in any standard typeface series provided appropriate sizes are available in desired series.

LUDLOW TYPOGRAPH COMPANY

In ordering accented character matrices, use the character number as designated.

In the 60-point title line and the 72 and 84-point cap matrices, piece accent matrices are available. These are cast on a separate slug and placed over the regular character.

The following special characters are also available in practically all point sizes of the various typefaces:

English pound marks Shilling strokes Peso marks
European quotation marks Florin marks

List of Accents Required for Various Languages

Bohemian	1, 2, 3, (*4), 5, 6, 37, (*38), 39, (*41), 42, 43, (*44), 45, 47,	Lithuanian	26, 29, 37, 40, 43, 46, 47, 58, 59
Croatian	37, 43, 47, 60	Norwegian	50, 51
Danish	50, 51	Polish	4, 58, 59, 60, 61, 62, 63, 64, 65
French	2, 7, 8, (*9), (*10), 11, (*13), 14, 15, (*16), 17, 19, 20, 21, 22, 23, 49, 50, 52	Portuguese	1, 2, 3, 4, 5, 17, 20, 22, 52, 70, 73, 79
German	13, 16, 17	Roumanian	19, †21, †31, 40, †67, †68
Hungarian	1, 2, (*3), 4, (*5), 16, 17, 54, (*55)	Slovak	1, 2, 3, 4, 5, 6, 13, 22, 37, 38, 41, 43, 47, 79
Italian	(*1), 2, (*3), (*4), (*5), 7, 8, 9, 10, 11, 21, 22	Slovenian	4, 37, 43, 47, 60
		Spanish	1, 2, 3, 4, 5, 17, 79
		Swedish	13, 16, 80

The above numbers refer only to the lower-case accents. Should cap accents be desired the numbers are prefixed by 100.

†Cap accents for these numbers not used in Roumanian. *Sometimes used but not necessary.

Regular Accents—For Various Languages

Accents should be ordered by numbers, as designated.

Note that the cap accents are numbered 100 higher than the corresponding lower-case accents.

LOWER CASE	CAPS	LOWER CASE	CAPS	LOWER CASE	CAPS	LOWER CASE	CAPS	LOWER CASE	CAPS	LOWER CASE	CAPS
1 á	101 Ä	18 ÿ	118 Ÿ	35 ũ	135 Ü	51 ø	151 Ø	68 t	168 T		
2 é	102 Ê	19 â	119 Â	36 ÿ	136 Ÿ	52 ç	152 Ç	70 ā	170 Ă		
3 í	103 Ĭ	20 è	120 Ě	37 ě	137 Ě	53 ā	153 Ă	71 ē	171 Ě		
4 ó	104 Ó	21 i	121 Ĭ	38 đ	138 Ď	54 ô	154 Ŏ	72 i	172 Ĭ		
5 ú	105 Ū	22 ô	122 Ő	39 ě	139 Ě	55 ũ	155 Ü	73 õ	173 Ő		
6 ý	106 Ý	23 û	123 Ū	40 i	140 Ĭ	56 ě	156 Ě	74 ũ	174 Ū		
7 à	107 À	24 ÿ	124 Ÿ	41 ñ	141 Ñ	57 ŷ	157 Ÿ	75 ŷ	175 Ÿ		
8 è	108 È	25 ā	125 Ă	42 ř	142 Ř	58 a	158 A	77 d	177 Ð		
9 ï	109 Ĩ	26 ē	126 Ě	43 š	143 Š	59 e	159 E	79 ñ	179 Ñ		
10 ò	110 Ò	27 i	127 Ĭ	44 ŧ	144 Ŧ	60 ě	160 Ě	80 â	180 Ă		
11 û	111 Ū	28 õ	128 Ő	45 ù	145 Ū	61 ĩ	161 Ĭ	81 ġ	181 Ġ		
12 ÿ	112 Ÿ	29 ū	129 Ū	46 u	146 U	62 ñ	162 Ñ	92 ċ	192 Ċ		
13 ä	113 Ä	30 ŷ	130 Ÿ	47 ž	147 Ž	63 š	163 Š	93 ġ	193 Ġ		
14 ë	114 Ě	31 ā	131 Ă	48 ĩ	148 Ĭ	64 ž	164 Ž	94 ħ	194 Ħ		
15 ï	115 Ĩ	32 è	132 Ě	49 œ	149 Œ	65 ž	165 Ž	95 j	195 J		
16 ö	116 Ö	33 ï	133 Ĩ	50 æ	150 Æ	67 š	167 Š	96 š	196 Š		
17 ü	117 Ü	34 ô	134 Ő								

Piece Accents

for use with 60-point title line (cap only 7/8" matrices) and the 72 and 84-point (1 1/4") cap matrices.

Also made in various styles and color to match fonts.

500 ● 501 ● ● 502 ■ 503 ■ ■ 504 ○ 505 ◡ 506 ◡ 507 ◡ 508 ◡ 509 ◡ ◡ 510 ◡



Ludlow Typograph Company · 2032 Clybourn Avenue · Chicago 60614

